

# The Golden Rule

MARCH 2024



## President's Message

Since dimensional lumber prices have held fairly steady over the past year, I thought it'd be a good time to take a look back at the COVID years to see how the volatility in the market impacted the housing starts within the counties in our local builders association. As you know, the WBA posts single family housing permits data for each county in Wisconsin on an annual basis...here are ours:

### Single Family Housing Permits per WBA

County	2019	2020	2021	2022	2023	% Change 2019 to 2023
Adams	63	58	91	97	113	79.37%
Juneau	106	83	97	173	167	57.55%
Portage	140	140	106	158	184	31.43%
Waupaca	75	83	80	83	84	12.00%
Waushara	60	61	45	101	96	60.00%
Wood	115	102	97	126	147	27.83%
<b>Ann. Totals</b>	<b>559</b>	<b>527</b>	<b>516</b>	<b>738</b>	<b>791</b>	<b>41.50%</b>
<b>% Change</b>	<b>0.00%</b>	<b>-6.07%</b>	<b>-2.13%</b>	<b>43.02%</b>	<b>7.18%</b>	



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We all recall the rollercoaster ride of skyrocketing material prices, supply chain delays, and interest rate hikes. Everything was doom and gloom. Yes, it was stressful at times, but the numbers show that our area weathered the storm fairly well. Here are the takeaways I see from this information:

- Using 2019 as our baseline, each county saw an annual decline in permits at some point in time during this 5-year cycle, however the cumulative dips of our counties combined were relatively modest, with the largest decrease being only -6.07% from 2019 to 2020,
- Most of us saw the correction in the market already taking effect in 2021,
- 2022 proved to be a huge rebound, our combined numbers increased 43.02% year over year,
- 2023 leveled off a bit, but we still recorded nice overall growth,
- Over the five-year period, each county came out the other end with positive numbers, with some counties realizing some very significant increases.

The data above shows us moving in the right direction. And, although we never know what tomorrow brings, this information goes to show that no matter how bleak things can appear in the moment, many times the situation isn't always as bad as it seems.

If there is a moral to this story, it would be that when the cards seem stacked against you, remember to keep a positive attitude, continue to work hard, and focus on the things you can control...history shows that more often than not, these habits are a recipe for success.

Mark Robinson

# CALENDAR *of* EVENTS

**March 12** - Comedy/Magic Show featuring James David at O'so Brewing Co. 7:00pm

**April 9** - Scholarship Presentation Dinner at Food + Farm Exploration Center

**April 27** - Hammer Down 5K at Lucke's in Plover

**May 14** - Parade of Homes Auction Night at Whitetail Lanes in Amherst

**June 11** - Alchemy Concrete Open House

**July 19** - Jeff Nygaard Golf Outing in Iola

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- **The Portage County Bank Scholarship - \$1,000**
- **The GSHBA Winner Winner Chicken Dinner Scholarship - \$1,000**
- **Ryley Hofferber Memorial Scholarship - ( 2 ) \$1,000 scholarships available**
- **Hammer Down Scholarship - \$1,000**
- **GSHBA Parade of Homes Scholarship - \$1,000**
- **Point Masonry Mitchell A. Bacher Memorial - \$1,000**
- **Alchemy Concrete Scholarship - \$1,000**
- **Wayne Bushman Scholarship - \$1,000**
- **Freedom Home Builders Scholarship - \$1,000**
- **Marty Family Scholarship - \$1,000**
- **Eric Walters Memorial Scholarship - Milwaukee pack out, tools, Work Boot Voucher, \$500 (\$1,500 Value)**

# New Member SPOTLIGHT



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**Andrea Sasman**

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Andrea has been working in the mortgage industry for 26 years and at Nicolet National Bank for 2 years. Her most recent role is VP Retail Mortgage Banker at Nicolet. The bank has some great construction options to offer!

Her and her husband are both from New London, WI and graduated together. Andrea said "We love fishing together with our 2 boys. We have spent many of our summer vacations going up to the Boundary Waters fishing. Recently, we bought a cabin up in the Eagle River area, so we will be spending lots of our time this summer up there fishing!"



**Mindy Hoppe**

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Mindy is the owner and an interior Designer at Design Theory 19, a full-service interior design firm in Wausau. Design Theory 19 won (5) ASID Wisconsin Design Excellence Awards for Commercial and Residential Projects. In 2020 Mindy received the ATHENA Young Professional Leadership Award.

Mindy is a triplet and served eight years in the Army Reserve. Stevens Point is a second home to her as she lived there for 4 years during childhood, then attended UWSP and received a BS in Interior Architecture in 2007. Mindy is an avid seeker of boutique business that provide unique experience. She says "each hometown has some-



Trina has been with Knight Barry Title Group for almost 7 years. Knight Barry is one of the oldest and largest title companies in the country, issuing title insurance and providing title related services to consumers, lenders, lawyers, developers, builders, and real estate professionals. They disburse closing funds safely, securely and soundly and support all of our local communities. They operate in 5 states in over 80 offices!

Trina currently lives in Wisconsin Rapids with her husband and 5 kids. She met her husband in Concert Choir at UW-LaCrosse and they love music and musical theatre. They have both been involved in Theatre and two of their children are currently in Theatre productions! Her biggest hobby is sports; participating in them and watching (and driving to) all her kids' sporting events. Her favorite quote is "You must be the

**Trina Barnett, Closing & Business Development**

change you wish to see in the world".

Knight Barry Title Services, LLC

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Joan is a Principal at CLA. She enjoys spending time with business owners and individuals helping to meet their goals with their private client tax and wealth advisory services to create a meaningful legacy.

Joan is from Wisconsin Rapids and now lives in Rudolph with her husband Aaron and three children. Her hobbies include spending time with family and friends, traveling and watching kids sporting events.

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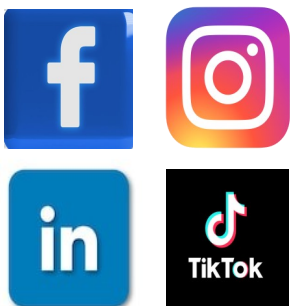
Hello, fellow members, my name is Noah Swita. I am a cabinet maker, drafter, and a little bit of everything at Swita Cabinetry as I learn about our business and grow into a larger role. I want to thank everyone for being so welcoming during my first GSHBA event; it was great to get out and meet other professionals in the industry. I am originally from Mosinee, WI, and currently reside in Mosinee. I grew up working at our family cabinet shop, Swita Cabinetry and also participated in the youth apprenticeship program throughout high school.

After graduation, I went to college at UW-Platteville for a degree in Manufacturing Engineering. I graduated during COVID-19, and hiring freezes were going on, so I moved out to Salt Lake City, Utah, to work at my uncle's business, making packaging labels and label applicators for the food industry. After the hiring freeze lifted, I obtained a job with Greenheck Fan Corporation in Schofield, WI. While there, as a manufacturing engineer, I spent most of my time implementing a \$2.7M automated storage retrieval system. Shortly after the successful implementation of the system, I decided to follow my passion for the family business. Established in the late 1990s, Swita Cabinetry designs, builds and installs custom cabinetry, and offers Showplace semi-custom cabinets and countertops throughout Wisconsin.

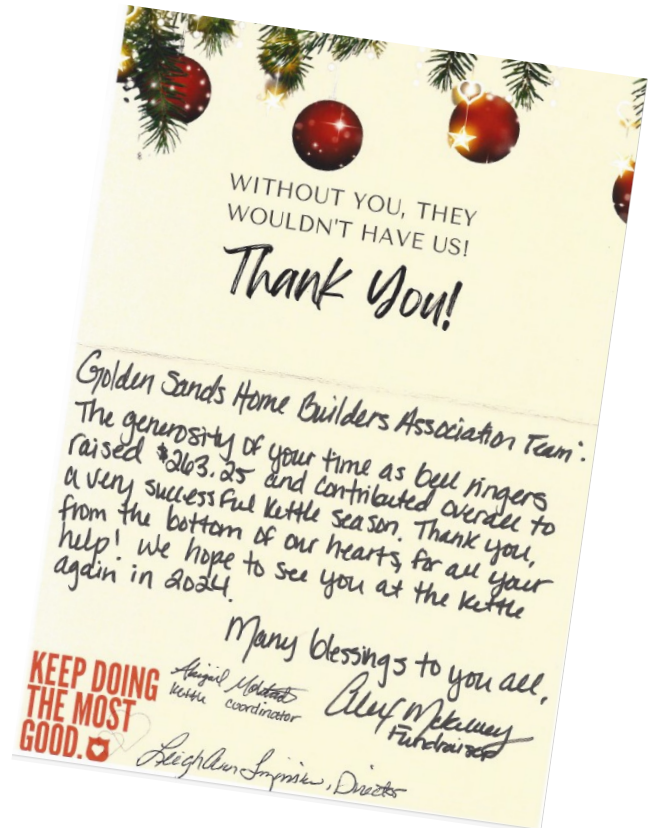
In my free time, I enjoy hunting and fishing, spending time with family and friends, and working on side projects at the shop, including handmade cutting boards for wedding gifts and a dog house for my red lab, Rhet.

### Follow Golden Sands Home Builders Association on Social Media.

Help share our events and get the word out about things we have going on in our association and in the community.



**Parade Contracts will be sent out Mid March!**



# James David Magic

March 12, 2024

7:00pm

At O'so Brewing Company

1800 Plover Road, Plover WI

Brought to you by



**GOLDEN SANDS**  
HOME BUILDERS ASSOCIATION



*James David performs from Los Angeles to NY. His blend of comedy, magic and message will have you laughing, mesmerized, and thinking the entire show! He is considered one of the hottest rising acts in the industry.*



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# HAMMER BOUND 5K<sup>ish</sup>

**April 27, 2024**

**At Lucke's**

**3252 Mecca Dr. Plover, WI**

**Run, Walk or Hustle from your Car to the Bar.  
Registration includes bag, shirt and drink token.**

## Event Schedule

- **Friday April 26th Early Check In/Registration 4-6 pm at Lucke's**
- **Saturday April 27th 9:00am - 9:45am Registration/Check In**
- **10:00 am 5kish Run, 5 Kegger Walk & Car to the Bar Hustle Begin**
- **Stick around after for Awards, Music, Drinks & Food Trucks.**

**Register online at [www.gshba.org](http://www.gshba.org)**

**Sponsorships are available for this event and they fill up fast.  
Please see next page for details on becoming a sponsor!**



# 2024 Sponsorships Available

## 8 Penny Sponsor: \$200

- Name listed on the Race Shirt
- Name/logo and link on website

## Bag Sponsor : \$500

- Name / logo on race bag that goes out to all participants
- Name / logo on the website

## 16 Penny Sponsor: \$350

- Logo listed on the Race Shirt
- Name/logo and link on website
- Name listed on Race Day Banner at the start and finish of the event
- Flyer and/or approved item in the participants bag

## Food Sponsor :

- Provide a snack for the runners at the finish

Business Name (As you would like it to appear in Advertising) \_\_\_\_\_

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Name of Sponsorship Level or Item \_\_\_\_\_ Amount \_\_\_\_\_

Name of Sponsorship Level or Item \_\_\_\_\_ Amount \_\_\_\_\_

**If you have a unique sponsorship you would like to provide, please list details below. We will review it and get back to you.**

**If you would like to provide something for the Swag Bag participants receive at Registration, please describe the item below.**

**Mail Checks Payable to GSHBA or provide Credit Card Info below and mail to 1001 Theater Dr. Plover WI 54467.**

Check Enclosed \_\_\_\_\_ Invoice Me \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name of Card Holder \_\_\_\_\_

**Logos and graphic files can be emailed to office@gshab.net prior to April 1st. Payments and Invoices need to be paid in full by prior to April 1st. Call (715) 340-2242 or email office@gshba.net if you have any questions.**

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## Advocacy Digest | February 27, 2024

Brad Boycks, Executive Director

### **Bill to Establish Right of Way Special Exemption Passes Senate, Sssembly**

Recently, both the state Senate and the state Assembly voted unanimously in favor of our efforts to provide a process for landowners to receive a "special exemption" from the Wisconsin Department of Transportation (WisDOT) to place certain items in the highway setback. The provisions outlined in Senate Bill 413 (SB 413) are the culmination of working with members on a common-sense solution to an issue that goes back more than a decade.

SB 413 demonstrates a thoughtful approach to collaboration with stakeholders, and we appreciated the efforts made to engage with our organization. Over the past several years, WBA has collaboratively engaged with officials from the WisDOT to establish a clear framework for developers. This framework aims to facilitate the placement of specific improvements in the setback of a state highway, while acknowledging that developers may not be compensated for these improvements in the event of a highway expansion.

Finally, we have reached out directly to officials at the WisDOT and members of Governor Evers' policy staff to ensure there are no issues with getting SB 413 signed into law to finally conclude this long process.

Thank you to all the members who have provided guidance in the drafting of this bill and those who have contacted their member of the state Senate and state Assembly asking them to support SB 413.

### **Urban Towns Legislation Dies with End of Session in State Assembly**

The State Assembly recently concluded its business for the 2023-2024 legislative session, which did not include moving Assembly Bill 768 (AB 768) out of committee to receive floor action. AB 768, also known as the "Urban Towns" bill, as labeled by the bill authors and the Wisconsin Towns Association, the bill's leading advocate. The inaction by the state assembly to advance the bill prior to adjournment guarantees this bill will not pass this legislative session.

Previously, the senate version of the legislation, SB 691, received a public hearing in the Senate Committee on Transportation and Local Government on January 10.

In essence, AB 768/SB 691 proposed to allow certain towns that meet specific metrics outlined in the bill to reclassify themselves as "urban towns." To achieve this reclassification, a town must meet certain requirements and obtain approval through a vote at a town meeting. Some key requirements include:

The town must have a population exceeding 5,000 and a population density of 750 persons per square mile.

The town should provide law enforcement services.

The town must have enacted a subdivision ordinance.

The town should have enacted a zoning ordinance or be subject to county zoning.

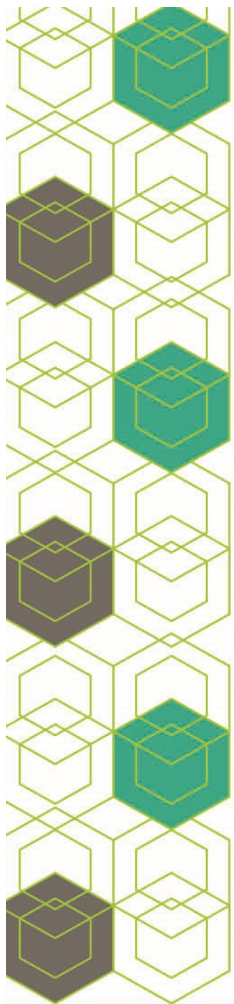
If a town successfully votes to reclassify as an "urban town," it would no longer be subject to extraterritorial zoning or plat approval by a neighboring city or village. Additionally, any future "significantly developed territory" could only be annexed by a city or village with unanimous approval from the affected property owners.

The idea of establishing a different type of town, rather than incorporating into a village or city, has been in existence for nearly 30 years and has faced opposition from the Wisconsin Builders Association (WBA), viewed as a strategy to impede annexation and hinder future development. Previous attempts allowed for the creation of "charter towns."



WBA reached out to various developer members across the state, confirming their longstanding opposition to the policy goals of AB 768/SB 691 in creating "urban towns."

In conclusion, WBA believes that finding middle ground on such a significant issue in the last few months of the 2023-2024 legislative session would have been challenging. WBA has proposed the idea of establishing a Legislative Council Study Committee to review town, city, and village procedures on annexation, as well as the issue of extraterritorial zoning and plat approval. A deliberate and thoughtful conversation this summer could enable town officials, city/village officials, legislators, and WBA developer/builder members to review current state statutes and propose changes to streamline the development process, encouraging more single-family home construction statewide.



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**Drexel Building Supply** Keith Strebelski W3053 Country Road F Berlin, WI 54923  
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**Duralum Building Center** Carey Larson 3250 Mecca Dr. Plover, WI 54467  
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**Feltz Lumber** Rick Okray 3737 Minnesota Ave. Stevens Point, WI 54481  
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**Torborgs Waupaca Lumber** Curt Drews 1682 Royalton St. Waupaca, WI 54981  
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**Wisconsin Building Supply** Chuck Milloux 2200 COUNTRY ROAD B PLOVER, WI 54467  
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#### **CABINETS**

**Mid-State Supply & Kitchen Design** Tim Retzlaff PO Box 510 Wautoma, WI 54982  
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**Swita Cabinetry** Noah Swita 144805 WIS-153 Mosinee, WI 54455  
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**Thorcraft Custom Kitchen** Jesse Zepplin W8836 Cty Hwy X Thorp, WI 54771  
Phone (715) 669-7557 Email: [jzepplin@thorcraft.net](mailto:jzepplin@thorcraft.net) [www.customcabinets.co](http://www.customcabinets.co)

**Welling Kitchen, Bath & Floor** Ariel Welling 3701 Patch St. Stevens Point, WI 54481  
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**Woodstock Hardwood Flooring & Design Center** 360 US Hwy 45 Birnamwood, WI 54414  
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#### CELLULAR SERVICE

**Cellcom** Chad Krueger 152 Crossroads Dr. Plover, WI 54467 [www.cellcom.com](http://www.cellcom.com) Email: [chad.krueger@cellcom.com](mailto:chad.krueger@cellcom.com) Phone (715) 321-1020

#### CONCRETE & MASONRY

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**Firkus Masonry, Inc.** Ryan Firkus 2000 Patch St. Stevens Point, WI 54481  
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**Kafka Granite** Jason Chilson N7519 Pacific Estates Ct. Portage, WI 53901  
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**Krukowski Stone Co.** Joanie Whit 162445 County Road C Mosinee, WI 54455  
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**Point Masonry LLC** Jason Bacher 3336 Lindbergh Ave. Stevens Point, WI 54481-5447  
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#### COUNTERTOPS

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**Stone Innovations, Inc.** Dave & Matt Lansing 3611 Post Rd. Plover, WI 54467  
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**Welling Kitchen, Bath & Floor** Ariel Welling 3701 Patch St. Stevens Point, WI 54481  
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**Woodstock Hardwood Flooring & Design Center Philip Kersten** 360 US Hwy 45 Birnamwood WI , 54414  
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#### DISPOSAL SERVICES

**Central Wisconsin Recycling LLC** Brady Beggs 6314 5th Ave. Bancroft, WI 54921  
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#### DRYWALL

**Patino Drywall** Ramiro Patino 163315 Taliesin Way Scholfield, WI 54476  
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**Raflik Drywall** Kevin Raflik 4464 River Heights Court Plover, WI 54467  
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#### ELECTRIC CONTRACTORS

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**Gauge Electric** Rodney Vezina 5261 Bees Lane Plover, WI 54467  
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**Home Run Electric LLC** Eric Millard 5640 Balsam Circle Wisconsin Rapids, WI 54494  
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**Sand Country Electric LLC** Rusty Roe 12107 Old Trail Wisconsin Rapids, WI 54494  
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#### ENERGY CONSULTANT

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## EXCAVATING

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**Associated Bank** Karen Yach Plover/Wisconsin Rapids/Stevens Point  
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**Community First Bank** Dan Hebbe 5525 Hwy 10 East Stevens Point, WI 54481  
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**CoVantage Credit Union** Sarina Vang PO Box 910 Stevens Point, WI 54481  
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**Edward Jones** Jay Wolf 3040 Village Park Dr. Plover, WI 54467  
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**KeySavings Bank** Gerald Canon 811 E Grand Ave. Wisconsin Rapids, WI 54494  
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**Members' Advantage Credit Union** Melissa Kara 1610 Lincoln St. PO Box 1208 Wisconsin Rapids, WI 54495  
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**Nicolet National Bank** Andrea Sasman 5517 Vern Holmes Dr. Stevens Point, WI 54482  
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**Paper City Savings Association** Korbi Feltz 2008 County Rd. HH Plover, WI 54467  
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**Simplicity Credit Union** Christie Keen 2331 Post Rd. Plover, WI 54467  
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**Prevail Bank** Dawn Klesmith 5709 Windy Dr. Suite A Stevens Point, WI 54482  
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**The International Bank of Amherst** Butch Pomeroy PO Box 39 Amherst, WI 54406  
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**The Pineries Bank** Diane Hintz 3601 Main St. Stevens Point, WI 54481  
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**The Portage County Bank** Jennifer Novotny 5417 Vern Holmes Dr. Stevens Point, WI 54482  
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## FIREPLACES & WOOD STOVES

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**SnowBelt Fireplace & Stove, Inc** Adrian Albrecht 1200A Wildwood Dr. Stevens Point, WI 54482  
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## FLOOR COVERING

**Ancora Stone and Tile** Kristi Kontny 3655 Kettle Ct. E. Delafield WI 53018  
[www.ancorastone.com](http://www.ancorastone.com) Email: [chrisboyce@ancorastone.com](mailto:chrisboyce@ancorastone.com) Phone (414) 788-3588

**Carpets Plus of WI** Mark Snellnow 1230 Post Rd. Plover, WI 54467  
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**Saindon Carpet One Floor & Home** Mick and Tanner Saindon 2651 Post Rd. Plover, WI 54467  
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**Welling Kitchen, Bath & Floor** Dan Fritsche 3701 Patch St. Stevens Point, WI 54481  
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#### GLASS SERVICES

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#### GUTTERS

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**Maximum Flow Seamless Gutters** Derrick Zagrzebski 1014 W. River Rd. Mosinee, WI 54455  
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#### INSULATION, DRYWALL & PAINT

**Alpine Insulation & Drywall** Ryan Woyak 100 East Bridge St. Wausau, WI 54403 Phone (715) 498-4164

**Patinos Drywall and Insulation LLC** Ramiro Patino 163315 Taliesin Way Schofield, WI 54476  
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**Raflik Drywall, LLC** Kevin Raflik 4464 River Heights Ct. Plover, WI 54467  
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**Spray Tech Insulators** Caleb Studzinski N4310 Ebbe Acres Dr. Waupaca, WI 54981  
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#### INSURANCE & BENEFITS

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**Glavinsured Agency** Russ Glavin W5307 State Road 21 Necedah, WI 54646  
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## LAND DEVELOPMENT & SURVEYING

**Classic Development Corp. of Plover** Keith Hlemrick and David Moodie 1811 Brookridge Dr. Plover, WI 54467  
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**Point of Beginning, Inc** Scott Groholski 5709 Windy Dr. Suite D Stevens Point, WI 54482  
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**Rettler Corporation** Mike Helmrick 3317 Business Park Dr. Stevens Point, WI 54482  
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## OVERHEAD DOORS

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**Garage Force** Todd Miller W1235 Cty Rd T Alma, WI 54610  
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**Premier Overhead Doors, Inc** Craig & Brenda Newby 124 Main St. PO Box 25 Almond, WI 54909  
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## PLUMBING, HEATING & COOLING

**Bob's Plumbing & Heating of Central Wisconsin** Bob Konkol 8105 Stoney Rd. Amherst, WI 54406  
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**Next Home Priority** Joshua Zimmerman 20 Park Ridge Dr. Stevens Point, WI 54481  
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## RESTAURANTS

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**The Sky Club** Eric Freund 2200 Post Rd. Plover, WI 54467  
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**Whitetail Lanes** Steve Cieslewski 3659 Country Road Q Amherst Junction, WI 54407  
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## RESTORATION

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## ROOFING CONTRACTORS

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## SEPTIC SERVICES

**Acuantia** Sven Fielder PO Box 559 Stevens Point, WI 54482  
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**Stoltz Enterprises LLC** Ryan Stoltz 5260 Ann Marie Ct. Stevens Point, WI 54482  
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## SNOW REMOVAL

**Point Masonry LLC** Jason Bacher 3336 Lindbergh Ave. Stevens Point, WI 54481-5447  
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## TITLE COMPANIES

**Home & Land Title LLC** Stephanie Wilhelm 20 Park Ridge Dr. Suite A Stevens Point WI 54481  
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**Knight Barry Title Services, LLC** Trina Barnett 3060 Village Park Dr. Plover, WI 54467  
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**Portage County Title LLC** Ashley Saindon 2926 Post Rd. Plover, WI 54467  
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## WATER CARE

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## WINDOWS

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**Pella Window and Doors of Wisconsin** Brian Jeske 500 Pilgrim Way Green Bay, WI 54304  
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## WINDOW CLEANING

**A Brighter Image LLC Window Cleaning** Mike Minger  
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## WINDOW COVERINGS

**Blinds and Designs By Kelly** Kelly Roth 77 Sunset Blvd. Stevens Point WI, 54481  
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